

Ioana (Julia) Iulia Marasteanu

Departments of Agricultural Economics, Sociology and Education (AESE) and Operations Research (OR)
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Contact Information:

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Personal Information:

Citizenship: United States

Education:

08/2010 – Present: PhD Candidate in Agricultural, Environmental and Regional Economics (AEREC)
and Operations Research (Dual Title)

Department of Agricultural Economics, Sociology and Education (formerly
Agricultural Economics and Rural Sociology),
The Pennsylvania State University, University Park (PSU)
Expected: Summer, 2014

08/2009 – 07/2010: PhD student in Economics (subsequently transferred to AEREC)

Department of Economics, PSU

09/2006 – 05/2009: Bachelor of Sciences in Economics with a minor in Mathematics (Cum Laude)

Department of Economics
University of Minnesota Twin Cities (UMN)

06/2008 – 07/2008: Study Abroad

Institution for the International Education on Students (IES) Rome, Italy

09/2004 – 06/2006: Post-Secondary Enrollment Options (PSEO) student

UMN (in collaboration with Roseville Area High School, Roseville, MN)

Research Interests and Concentrations:

Organic Agriculture, Agricultural Commodity Markets, Production Economics, Spatial Econometrics

Work Experience:

Fall, 2010 – Present:

Research Assistant in the Agricultural Economics and Rural
Sociology (AERS) Department (subsequently named the AESE
Department), PSU
Supervisors: Prof. Edward C. Jaenicke and Prof. Stephan Goetz
(starting in Fall, 2011)

- Summer, 2010: Teaching Assistant for the Economics Department, PSU
ECON 490: Introduction to Econometrics
Instructor: Yao Huang
- Fall, 2009 – Spring, 2010: Teaching Assistant for the Economics Department, PSU
ECON 302: Intermediate Microeconomics
Instructor: Dr. Mark McLeod
- Fall, 2008 – Spring, 2009: Tutor for the McNamara Academic Center, UMN
Mathematics (College Algebra – Calculus 2); Statistics; Principles of
Microeconomics and Macroeconomics; and Italian
- Summer, 2007 – Spring, 2009: Grader and Proctor for the Mathematics Department, UMN
Pre-calculus 2; College Algebra; and Linear Algebra and Differential
Equations

Publications:

Marasteanu, I. Julia, Edward C. Jaenicke, and Carolyn Dimitri. 2012. *Slotting Fees for Organic Retail Products: Evidence from a Survey of U.S. Food Retailer*. Forthcoming in the Journal of International Food & Agribusiness Marketing

Works in Progress:

PhD dissertation: *Hot Spots of Certified Organic Operations in the United States: Identification, Formation and Impact*
The goal of my dissertation research is to identify clusters of U.S. certified organic operations, investigate their formation, and quantify their economic impact. First, I will show how a formal definition of spatial clusters can emerge from an estimated model that formally accounts for spatial dependency. Second, I will investigate how the presence of hot and cold spots is affected by county level policy, economic and demographic variables. Finally, I will look at the impact of hot spots and cold spots on county level economic indicators. I will also account for the possibility that strong economic activity can lead to hot spots of organic operations, as well as the converse.

Paper: *Organic Private Labels: Evidence from a Survey of U.S. Food Retailers* [in collaboration with Edward C. Jaenicke (PSU) and Carolyn Dimitri (NYU)]
The purpose of this paper is to delve deeper into the topic of organic private labels. Using data from a survey of retailers in the United States that carry organic products, we will analyze the presence of private labels in the organic food sector as well as the product and retailer characteristics affecting the growth of organic private labels.

Professional Meetings and Conferences:

Boldface indicates presenter

Rejto, Peter and Julia Marasteanu. “How Mathematics Has Been Used to Apportion Representatives in the U.S. House of Representatives.” Project presented at the Minnesota Mathematical Association of Two-Year Colleges (MinnMATYC) 21st annual conference, Duluth, MN, April 30, 2010.

Marasteanu, I. Julia, Edward C. Jaenicke, and Carolyn Dimitri. “Slotting Fees for Organic Retail Products: Evidence from a Survey of U.S. Food Retailers.” Selected paper presented at the Agricultural and Applied Economics Association Annual Meeting, Pittsburgh, Pennsylvania, July 24-26, 2011.

Awards:

Iron Range Scholarship, University of Minnesota, Twin Cities

Honors Program, University of Minnesota, Twin Cities

Computer Skills:

MS Office, STATA, SAS, Matlab, ArcGIS, GAMS

Activities:

Member of the University of Minnesota Economics Student Organization (2008-2009)

Vice President and founding member of the Penn State Graduate Economics Association (2012-2013)

Professional Membership:

Agricultural and Applied Economics Association (AAEA) (2011, 2013)

Center-Affiliated Staff at The Northeast Regional Center for Rural Development (2011-present)

Languages:

English (native) Romanian (fluent)

References:

Edward C. Jaenicke
Professor of Agricultural, Environmental and Regional Economics, Department of Agricultural Economics, Sociology and Education, The Pennsylvania State University
ecj3@psu.edu

Stephan Goetz
Professor of Agricultural, Environmental and Regional Economics, Department of Agricultural Economics, Sociology and Education, The Pennsylvania State University
sgoetz@psu.edu

Spiro Stefanou
Professor of Agricultural, Environmental and Regional Economics, Department of Agricultural Economics, Sociology and Education, The Pennsylvania State University
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